

# The Network Competition: 1978

continued

MARKET	PRIME TIME						EVENING NEWS						DAYTIME					
	ABC		CBS		NBC		ABC		CBS		NBC		ABC		CBS		NBC	
	H	%	H	%	H	%	H	%	H	%	H	%	H	%	H	%	H	%
75. Johnstown-Altoona, Pa.	15	-17	65	-2	89	+11	1	-	83	+6	96	+10	1	-67	37	-12	53	-2
76. South Bend-Elkhart, Ind.	64	-2	52	+4	48	+4	25	-7	47	-37	42	-16	22	+16	24	-14	19	+6
77. Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	41	-12	77	+10	69	+19	18	-14	100	+12	78	-	14	-12	50	+9	34	+31
78. Youngstown, Ohio	65	-11	57	+8	45	-	26	-19	57	+16	36	-5	21	+24	31	-16	22	-15
79. Albuquerque, N.M.	75	-6	46	+12	48	+9	51	-12	37	+37	37	-5	26	+13	19	-5	26	+13
80. West Palm Beach, Fla.	41	-14	-	-	45	+10	30	-	-	-	72	-5	12	-20	-	-	19	-24
81. Jackson, Miss.	33	-13	53	+6	60	+9	13	-7	45	-15	72	+26	5	-37	28	-7	37	+3
82. Chattanooga	65	-1	50	+5	54	+18	49	-2	60	-10	42	+24	31	+19	25	+14	23	+5
83. Bristol, Va.-Kingsport-Johnson City, Tenn.	33	+4	59	+26	56	+2	10	-	61	+17	64	-4	7	-12	33	+18	40	-
84. Springfield, Mo.	26	-16	55	+15	68	+12	7	+53	31	-26	98	+11	4	-	20	+25	35	-10
85. Lincoln-Hastings-Kearney, Neb.	41	-2	62	+7	16	+14	19	-5	65	+5	11	-	13	-7	28	+8	7	-
86. Springfield, Mass.	71	-3	-	-	41	-16	36	-3	-	-	60	+5	31	+24	-	-	18	+13
87. Greenville-New Bern-Washington-N.C.	34	+21	49	+7	56	+17	12	+9	58	+12	60	+3	8	+33	31	+16	28	+40
88. Lexington, Ky.	48	+3	51	+22	43	+10	19	-14	73	+33	40	+3	17	+21	18	+13	32	-6
89. Fort Wayne, Ind.	56	-10	41	-7	33	-13	25	-24	41	-7	17	-45	18	+6	20	-17	12	-14
90. Peoria, Ill.	57	-1	40	+15	44	+26	49	+14	21	-5	34	+10	18	-	20	+18	12	-14
91. Evansville, Ind.	67	-8	37	+6	33	+27	34	-11	43	+16	31	+7	32	+7	19	+27	13	+30
92. Huntsville-Decatur-Florence, Ala.	56	+44	53	+9	31	-6	29	+71	73	+7	17	-60	16	+14	30	+15	19	-5
93. Tucson, Ariz.	46	-4	35	+3	37	-9	28	-18	33	-15	35	-10	16	-16	9	-36	12	-33
94. Lansing, Mich.	-	-	56	-2	38	+12	-	-	67	-3	22	-	-	-	33	-	9	-25
95. Sioux Falls, S.D.	23	+15	57	-10	45	+25	12	-	57	-26	28	+47	6	-	33	-8	15	-6
96. Fargo, N.D.	32	-3	40	+8	41	+5	17	-6	27	-	49	+88	6	-	16	-	25	+19
97. Columbia, S.C.	29	-15	26	+24	60	+5	6	-45	16	+3	80	-18	5	-17	8	+14	42	-16
98. Austin, Tex.	38	-9	50	+5	23	+15	17	-19	43	-20	10	-11	8	-33	20	-20	4	-33
99. Baton Rouge	64	+94	49	-2	29	-44	44	+389	42	+17	15	-67	7	+17	25	-11	25	-37
100. Colorado Springs-Pueblo	53	-1	37	+24	30	-3	41	+25	30	-9	25	+14	23	+53	9	-36	11	+57
101. Burlington, Vt.-Plattsburgh, N.Y.	17	-10	52	+13	26	+9	8	+33	64	-9	35	-3	5	+67	25	-17	13	+63
102. El Paso, Tex.	40	-11	34	+14	35	+17	22	-4	28	+17	22	-8	12	-45	12	+9	13	-28
103. Waco-Temple, Tex.	61	-	-	-	33	-	-	-	29	-37	35	+30	18	-	-	-	17	-5
104. Rockford, Ill.	52	+11	31	+4	31	+24	32	+19	20	+11	21	-5	19	+36	15	-42	7	-63
105. Madison, Wis.	42	+8	47	-	31	+15	25	+14	46	-2	29	+16	13	+19	21	+32	6	-14
106. Salinas-Monterey, Calif.	63	-10	20	-20	27	-31	40	-13	7	-63	31	-35	21	+11	4	-43	7	-53
107. Augusta, Ga.	59	+2	46	+5	11	+57	60	+2	33	+32	-	-	17	-26	15	-	11	-
108. Amarillo, Tex.	49	-9	31	+20	25	-7	37	-10	14	-7	14	-12	18	-14	14	-	9	-
109. Sioux City, S.D.	52	+4	13	+19	30	+20	32	-18	32	-50	34	+162	11	-27	5	+25	17	+21
110. Wheeling-W. Va.-Steubenville, Ohio	-	-	45	-16	66	+10	-	-	39	-19	67	+20	-	-	28	-15	41	+5
111. Duluth, Minn.-Superior, Wis.	39	-9	37	-12	25	-3	28	-20	36	-3	15	-	14	-	16	-11	6	-45
112. Terre Haute, Ind.	15	-6	47	+9	38	+12	-	-	59	+18	34	-	-24	2	-32	32	+3	14
113. Monroe, La.-El Dorado, Ark.	36	-2	67	+22	7	+17	21	-	76	+12	1	-	14	+17	49	+17	-	-
114. Charleston, S.C.	41	-4	42	+5	32	-	21	-12	56	+14	30	-9	15	+7	30	+11	15	+15
115. Joplin, Mo.-Pittsburg, Kan.	43	-	20	-4	43	+5	25	+4	19	+12	41	-13	14	+27	11	+22	25	+4
116. Lafayette, La.	48	-23	52	+24	-	-	20	-26	48	+4	-	-	16	+7	38	-3	-	-
117. Columbus, Ga.	62	-10	43	+19	16	+23	24	-14	47	+12	12	+50	25	+4	29	+38	3	-
118. Wichita Falls, Tex.-Lawton, Okla.	36	+13	36	+20	30	+7	22	+22	25	+14	25	+14	25	+14	11	-38	20	+25
119. Montgomery, Ala.	22	-4	19	+12	64	+40	5	-	3	-50	92	+12	5	-17	7	-12	35	+17
120. Santa Barbara, Calif.	25	-19	18	+13	12	-	9	+13	11	-8	18	-	9	+29	4	-	6	-
121. La Crosse-Eau Claire, Wis.	14	-	41	+6	38	+12	8	-	32	+14	31	-6	3	-	21	+17	17	+21
122. Binghamton, N.Y.	17	-	54	+15	19	+6	1	-50	69	+8	6	-	5	+25	33	+14	6	-
123. Beaumont-Port Arthur, Tex.	37	-	47	+15	31	-13	19	+171	38	-28	21	-5	11	-	35	+25	15	-6
124. Rochester, Minn.-Mason City, Iowa-Austin, Minn.	41	-8	23	-	24	-	20	-17	23	-	13	-28	14	+8	14	+27	7	-
125. Erie, Pa.	35	-	27	+4	40	+3	22	+10	19	-14	46	-13	10	-	9	-18	18	-14
126. Wausau-Rhineland, Wis.	35	-8	34	-3	13	-7	20	-23	44	-14	10	+25	12	-	19	-10	4	-
127. Traverse City-Cadillac, Mich.	11	-42	41	+3	29	-	6	-14	57	-2	22	+10	2	-50	21	-5	11	-27
128. Corpus Christi, Tex.	36	-8	28	+17	24	+4	15	-32	21	+17	20	-5	11	-	18	+13	11	-8
129. Eugene, Ore.	31	+4	-	-	38	+9	16	+7	-	-	27	-16	8	+14	-	-	19	+6
130. Lubbock, Tex.	23	-8	29	+16	35	+10	14	-	25	+9	24	+26	4	-20	14	-18	18	+20
131. Yakima, Wash.	29	-	28	+12	21	-	-	8	+33	22	-	9	-10	8	+33	13	-13	7
132. Wilmington, N.C.	34	-15	-	-	59	+21	14	-30	-	-	85	-2	15	+15	-	-	37	+37
133. Columbia-Jefferson City, Mo.	19	-14	32	-6	30	+20	5	+67	30	+15	32	+19	4	-33	18	+20	10	+25
134. Bluefield-Beckley-Oak Hill, W. Va.	32	-8	-	-	30	+16	13	-7	-	-	48	-2	17	+31	-	-	23	-4
135. Topeka, Kan.	-	-	39	-	22	+10	-	-	43	+10	12	+3	-	-	14	-46	6	+100
136. Las Vegas	23	-21	24	+9	29	+26	11	-	30	+20	17	-23	6	+20	10	-17	9	-36
137. Savannah, Ga.	21	-30	36	+20	31	+20	13	-15	35	+25	32	-9	6	-	26	+18	17	+21